



Dairy Market News Branch

Agricultural
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Service

National Retail Report - Dairy

Websites: <http://www.marketnews.usda.gov/mnp/da-home> and <http://www.ams.usda.gov/mnreports/dybretail.pdf>
and http://www.ams.usda.gov/mnreports/wa_lo100.txt

Volume 82- Number 36

Issued Weekly

Friday, September 11, 2015

Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 09/11/2015 to 09/17/2015

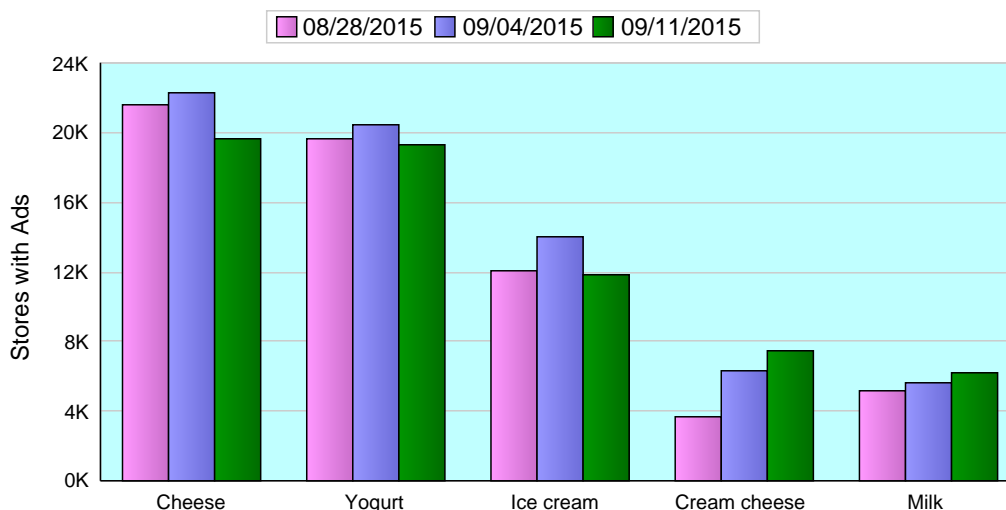
Conventional dairy ad volumes are slightly lower. Cheese continues to produce the largest volume of ads, followed by yogurt and ice cream. Cream cheese ads are seasonally increasing. Regionally, the Midwest saw a significant decline in organic milk ads, 85%, but the South Central organic ads increased 60%. The price for conventional 1 pound butter increased 2 cents to \$2.97, but butter ads declined 42% from last week. The price for ice cream 48-64 ounce rose 6 cents to \$3.05.

The average price of 4-6 ounce Greek yogurt is 95 cents, up 1 cent from last week, but down 5 cents from a year ago. Yogurt in 4-6 ounce packages averaged 48 cents, down 4 cents from last week and down 2 cents from a year ago. Conventional yogurt ad numbers decreased 7% from the previous week.

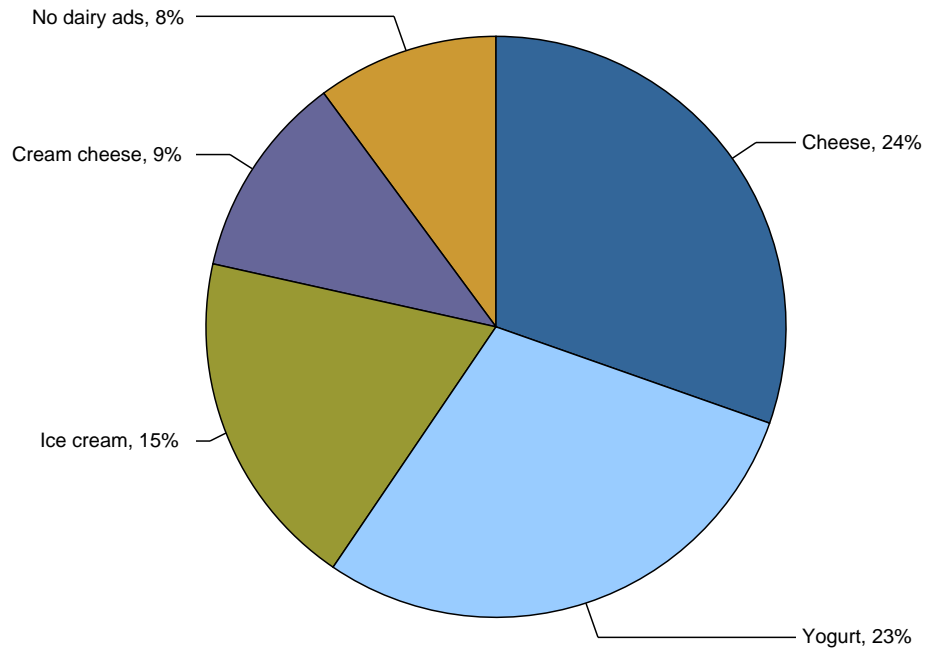
The U.S. advertised price for 8 ounce cheese blocks averaged \$2.21, up 7 cents from last week, but down 18 cents from a year ago; 8 ounce shred cheese averaged \$2.27, up 1 cent from one week ago, but down 13 cents from one year ago. Conventional cheese ads decreased 9% from the previous week.

Organic - conventional half gallon milk has a price spread of \$2.41. The price spread is the difference between the national weighted average conventional milk price for half gallons, \$1.94 and the average for organic half gallon milk, \$4.35 Organic dairy ad volumes for all items decreased 13%.

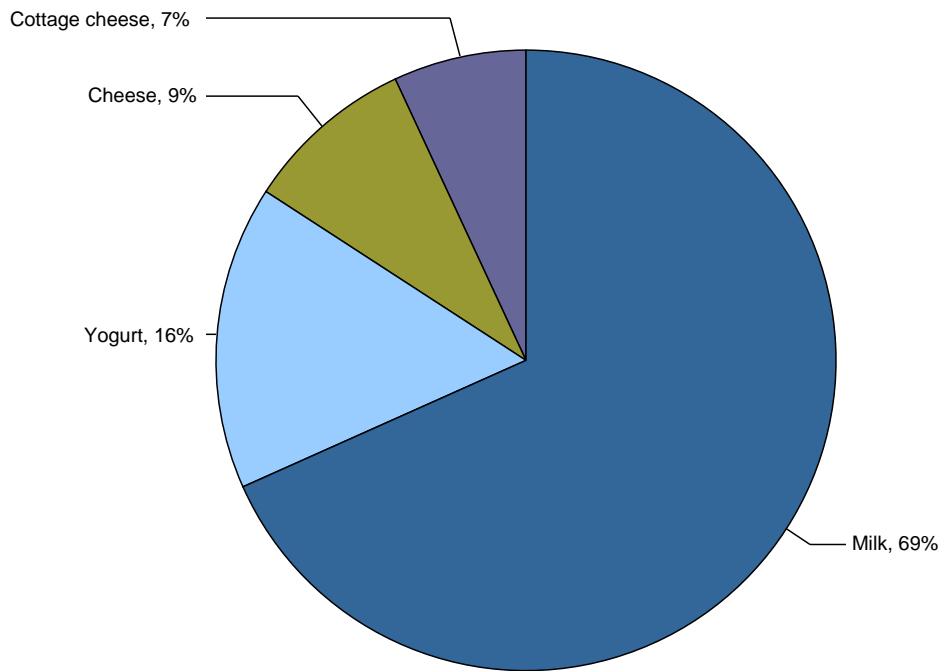
Top 5 Commodities Featured



Top 5 Percentage of Total Conventional Ads



Top 5 Percentage of Total Organic Ads



NATIONAL -- CONVENTIONAL DAIRY PRODUCTS

Commodity	Type	Pack Size	THIS PERIOD		LAST WEEK		LAST YEAR	
			Stores With Ads	Wtd Avg Price	Stores With Ads	Wtd Avg Price	Stores With Ads	Wtd Avg Price
Butter		1 #	3308	2.97	5665	2.95	5585	3.59
Cheese	Natural Varieties	8 oz block	7248	2.21	9502	2.14	6387	2.39
Cheese	Natural Varieties	1 # block	1505	4.33	946	2.80	537	4.02
Cheese	Natural Varieties	2 # block	637	6.67	478	6.00	1820	7.86
Cheese	Natural Varieties	8 oz shred	9329	2.27	9465	2.26	8250	2.40
Cheese	Natural Varieties	1 # shred	581	3.64	815	2.77	598	3.61
Cottage cheese		16 oz	3560	1.73	4099	1.82	1186	2.29
Cream cheese		8 oz	7440	2.03	6330	1.82	10784	1.79
Flavored milk	All fat tests	half gallon	390	2.05	119	1.75	201	3.50
Flavored milk	All fat tests	gallon	507	2.39			419	4.33
Ice cream		48-64oz	11735	3.05	13993	2.99	16831	2.98
Milk	All fat tests	half gallon	428	1.94	564	1.58	202	1.89
Milk	All fat tests	gallon	2978	2.45	876	2.46	2164	2.96
Sour cream		16 oz	5953	1.53	8382	1.62	10001	1.70
Yogurt	Greek	4-6 oz	9015	.95	10818	.96	11198	1.00
Yogurt	Greek	32 oz	2461	4.43	3462	4.61	1703	4.37
Yogurt	Yogurt	4-6 oz	5979	.48	4305	.52	2948	.50
Yogurt	Yogurt	32 oz	1048	2.19	1465	2.01	284	2.72

REGIONAL -- CONVENTIONAL DAIRY PRODUCTS

Commodity	Type	Pack Size	NORTHEAST U.S.			SOUTHEAST U.S.			MIDWEST U.S.		
			Price Range	Stores with Ads	Wtd Avg Price	Price Range	Stores with Ads	Wtd Avg Price	Price Range	Stores with Ads	Wtd Avg Price
Butter		1 #	1.98-3.99	734	3.08	3.00	797	3.00	2.49-2.79	302	2.54
Cheese	Natural Varieties	8 oz block	1.33-3.00	2522	2.23	1.99-2.99	1213	2.26	1.49-2.88	1582	2.06
Cheese	Natural Varieties	1 # block	2.99-3.99	511	3.85				2.99-5.99	187	4.29
Cheese	Natural Varieties	2 # block							6.99	53	6.99
Cheese	Natural Varieties	8 oz shred	1.66-3.49	2124	2.37	1.99-2.50	2025	2.42	1.49-2.49	1478	2.00
Cheese	Natural Varieties	1 # shred	3.99	135	3.99				5.99	81	5.99
Cottage cheese		16 oz	1.88-2.79	877	2.05	1.00-2.00	1186	1.84	1.00-1.99	510	1.31
Cream cheese		8 oz	1.50-2.69	2089	2.12	1.97-2.49	2751	2.17	1.00-2.50	898	1.66
Flavored milk	All fat tests	half gallon							1.25-1.69	285	1.51
Flavored milk	All fat tests	gallon							2.99	119	2.99
Ice cream		48-64oz	1.99-4.99	3139	2.91	1.99-3.99	3489	3.12	2.49-3.33	1962	2.99
Milk	All fat tests	half gallon	2.99	84	2.99				1.25-1.66	179	1.41
Milk	All fat tests	gallon	2.50-3.99	334	3.26	2.50	184	2.50	1.99-2.77	751	2.20
Sour cream		16 oz	1.49-2.00	1795	1.65	1.00-2.00	747	1.08	1.00-2.00	1150	1.58
Yogurt	Greek	4-6 oz	0.77-1.25	2693	.95	0.80-1.00	1572	.99	0.75-1.25	1700	.91
Yogurt	Greek	32 oz	4.39-5.49	257	5.02	4.39-4.49	2085	4.44	2.99	119	2.99

Wtd Avg - Simple weighted average



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Commodity	Type	Pack Size	NORTHEAST U.S.			SOUTHEAST U.S.			MIDWEST U.S.		
			Price Range	Stores with Ads	Wtd Avg Price	Price Range	Stores with Ads	Wtd Avg Price	Price Range	Stores with Ads	Wtd Avg Price
Yogurt	Yogurt	4-6 oz	0.49-1.00	1441	.54	0.40-0.50	1129	.48	0.38-0.50	968	.44
Yogurt	Yogurt	32 oz							1.89-2.50	657	1.95

Commodity	Type	Pack Size	SOUTH CENTRAL U.S.			SOUTHWEST U.S.			NORTHWEST U.S.		
			Price Range	Stores with Ads	Wtd Avg Price	Price Range	Stores with Ads	Wtd Avg Price	Price Range	Stores with Ads	Wtd Avg Price
Butter		1 #	2.50-3.00	290	2.79	2.47-3.48	560	2.84	2.30-3.99	593	3.22
Cheese	Natural Varieties	8 oz block	1.49-2.99	1257	2.29	1.88-2.29	420	2.09	1.99	135	1.99
Cheese	Natural Varieties	1 # block	2.99	121	2.99	2.99-6.99	518	4.84	5.00-5.49	166	5.18
Cheese	Natural Varieties	2 # block	6.99	162	6.99	6.99	116	6.99	4.99-6.99	304	6.34
Cheese	Natural Varieties	8 oz shred	1.49-2.50	1899	2.20	1.88-2.99	1196	2.23	1.67-2.99	519	2.30
Cheese	Natural Varieties	1 # shred	2.99	121	2.99	2.99	244	2.99			
Cottage cheese		16 oz	1.00-1.79	464	1.23	1.49	178	1.49	1.50-2.00	345	1.90
Cream cheese		8 oz	1.49-2.39	690	1.85	1.49-2.49	525	2.03	1.50-2.50	485	1.83
Flavored milk	All fat tests	half gallon							3.49	105	3.49
Flavored milk	All fat tests	gallon	1.99	141	1.99	1.99-2.59	236	2.28			
Ice cream		48-64oz	2.27-4.99	1372	3.33	2.27-3.33	1069	2.79	2.50-3.50	531	2.98
Milk	All fat tests	half gallon	2.48	99	2.48				1.25	66	1.25
Milk	All fat tests	gallon	1.99-2.50	550	2.06	1.99-3.99	1148	2.56			
Sour cream		16 oz	1.00-1.50	598	1.10	0.99-2.49	994	1.62	1.50-2.00	632	1.84
Yogurt	Greek	4-6 oz	0.75-1.00	1187	.89	0.88-1.00	1043	.97	0.88-1.00	750	.94
Yogurt	Yogurt	4-6 oz	0.40-0.50	605	.41	0.39-0.50	936	.44	0.39-0.60	816	.48
Yogurt	Yogurt	32 oz	2.00	54	2.00	2.79	200	2.79	2.50	130	2.50

Commodity	Type	Pack Size	ALASKA U.S.			HAWAII U.S.		
			Price Range	Stores with Ads	Wtd Avg Price	Price Range	Stores with Ads	Wtd Avg Price
Butter		1 #	3.99-4.00	8	3.99	3.29	24	3.29
Cheese	Natural Varieties	8 oz block				2.50-3.99	119	3.32
Cheese	Natural Varieties	1 # block	5.99	2	5.99			
Cheese	Natural Varieties	2 # block	5.49	2	5.49			
Cheese	Natural Varieties	8 oz shred				2.50-3.50	88	3.05
Cream cheese		8 oz	2.50	2	2.50			
Flavored milk	All fat tests	gallon	3.49	11	3.49			
Ice cream		48-64oz	3.49-4.00	13	3.57	2.75-6.99	160	4.36
Milk	All fat tests	gallon	3.49	11	3.49			
Sour cream		16 oz	2.00-2.19	13	2.16	2.50	24	2.50
Yogurt	Greek	4-6 oz	1.25	6	1.25	0.99-1.25	64	1.11
Yogurt	Yogurt	4-6 oz	0.60	23	.60	0.60-0.77	61	.68
Yogurt	Yogurt	32 oz	2.50-3.00	4	2.75	2.50	3	2.50

Wtd Avg - Simple weighted average



NATIONAL -- ORGANIC DAIRY PRODUCTS

Commodity	Type	Pack Size	THIS PERIOD		LAST WEEK		LAST YEAR	
			Stores With Ads	Wtd Avg Price	Stores With Ads	Wtd Avg Price	Stores With Ads	Wtd Avg Price
Butter		1 #			114	4.99	169	4.99
Cheese	Natural Varieties	8 oz block	147	5.09	1077	3.85	943	3.99
Cheese	Natural Varieties	8 oz shred	214	2.50			943	3.99
Cottage cheese		16 oz	276	3.28				
Milk	All fat tests	half gallon	1685	4.35	2516	4.49	2328	3.45
Milk	All fat tests	gallon	794	5.92	363	6.16	98	6.00
Milk	All fat tests	8 oz UHT	370	1.00	267	1.00	1676	1.03
Sour cream		16 oz			121	2.19		
Yogurt	Greek	4-6 oz	306	1.00	114	.75		
Yogurt	Greek	32 oz	221	3.99				
Yogurt	Yogurt	4-6 oz	65	.99	63	3.89	361	1.00
Yogurt	Yogurt	32 oz	78	2.99	137	3.49		

REGIONAL -- ORGANIC DAIRY PRODUCTS

Commodity	Type	Pack Size	NORTHEAST U.S.			SOUTHEAST U.S.			MIDWEST U.S.		
			Price Range	Stores with Ads	Wtd Avg Price	Price Range	Stores with Ads	Wtd Avg Price	Price Range	Stores with Ads	Wtd Avg Price
Cheese	Natural Varieties	8 oz block	5.99	84	5.99						
Cheese	Natural Varieties	8 oz shred				2.50	214	2.50			
Milk	All fat tests	half gallon	3.69	221	3.69	4.89	1083	4.89			
Milk	All fat tests	gallon							5.99	69	5.99
Milk	All fat tests	8 oz UHT	1.00	147	1.00	1.00	61	1.00			
Yogurt	Greek	4-6 oz	1.00	304	1.00						
Yogurt	Greek	32 oz	3.99-4.00	221	3.99						

Commodity	Type	Pack Size	SOUTH CENTRAL U.S.			SOUTHWEST U.S.			NORTHWEST U.S.		
			Price Range	Stores with Ads	Wtd Avg Price	Price Range	Stores with Ads	Wtd Avg Price	Price Range	Stores with Ads	Wtd Avg Price
Cheese	Natural Varieties	8 oz block	3.89	63	3.89						
Cottage cheese		16 oz	2.99-3.49	276	3.28						
Milk	All fat tests	half gallon	2.99	276	2.99				3.79	105	3.79

Wtd Avg - Simple weighted average



Commodity	Type	Pack Size	SOUTH CENTRAL U.S.			SOUTHWEST U.S.			NORTHWEST U.S.		
			Price Range	Stores with Ads	Wtd Avg Price	Price Range	Stores with Ads	Wtd Avg Price	Price Range	Stores with Ads	Wtd Avg Price
Milk	All fat tests	gallon	4.99-5.99	239	5.50	5.99-6.98	381	6.35	5.29	105	5.29
Milk	All fat tests	8 oz UHT	1.00	162	1.00						
Yogurt	Yogurt	4-6 oz	0.99	63	.99						
Yogurt	Yogurt	32 oz	2.99	78	2.99						

Commodity	Type	Pack Size	ALASKA U.S.			HAWAII U.S.		
			Price Range	Stores with Ads	Wtd Avg Price	Price Range	Stores with Ads	Wtd Avg Price
Yogurt	Greek	4-6 oz	1.66	2	1.66			
Yogurt	Yogurt	4-6 oz	1.00	2	1.00			

REGIONAL DEFINITIONS

As used in this report, regions include the following states:

NORTHEAST U.S.	Connecticut, Delaware, Massachusetts, Maryland, Maine, New Hampshire, New jersey, New York, Pennsylvania, Rhode Island and Vermont
SOUTHEAST U.S.	Alabama, Florida, Georgia, Mississippi, North Carolina, South Carolina, Tennessee, Virginia and West Virginia
MIDWEST U.S.	Iowa, Illinois, Indiana, Kentucky, Michigan, Minnesota, North Dakota, Nebraska, Ohio, South Dakota and Wisconsin
SOUTH CENTRAL U.S.	Arkansas, Colorado, Kansas, Louisiana, Missouri, New Mexico, Oklahoma, and Texas
SOUTHWEST U.S.	Arizona, California, Nevada and Utah
NORTHWEST U.S.	Idaho, Montana, Oregon, Washington, and Wyoming
ALASKA	Alaska
HAWAII	Hawaii
NATIONAL	Continental United States